

Rep Order# 6860569 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 107382  
FC'd Yes

Last Received: 10/02/2012 7:53 PM Printed: 10/02/2012 10:24 AM

1 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) REP JEWISH COALITI  
Product REP JEWISH COALITION  
Estimate# 60S  
Buyer LAURA LANCASTER  
Phone#  
Fax#

Agency ( ) JAMESTOWN ASSOC  
5 MAPLETON ROAD, SU#500  
PRINCETON, NJ 08540  
Agency CPI/P2/E  
Flight Dates //60S  
Hiatus Weeks  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —  
SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	1	W-F	5A-6A		:60	\$900.00	10/03-10/05	1	1	1	\$900.00	
2	2	M-F	5A-6A		:60	\$900.00	10/08-10/19	2	2	4	\$3,600.00	
3	3	W-F	6A-7A		:60	\$1,400.00	10/03-10/05	3	1	3	\$4,200.00	
4	4	M-SU	6A-7A		:60	\$1,400.00	10/08-10/14 10/15-10/21	5 4	1 1	5 4	\$12,600.00	
5	5	W-F	7A-9A		:60	\$1,800.00	10/03-10/05	2	1	2	\$3,600.00	
6	6	M-F	7A-9A		:60	\$1,800.00	10/08-10/12 10/15-10/19	4 5	1 1	4 5	\$16,200.00	
7	7	W-F	9A-10A		:60	\$850.00	10/10-10/12	2	1	2	\$1,700.00	
8	8	M-F	9A-10A		:60	\$850.00	10/08-10/19	2	2	4	\$3,400.00	
9	9	M-F	11A-12P		:60	\$650.00	10/08-10/19	2	2	4	\$2,600.00	

Showing Buylines: All Lines

Rep Order# 6860569 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 107382 Last Received: Printed: 10/02/2012 7:53 PM  
Showing Buylines: All Lines 10/02/2012 10:24 AM

2 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) REP JEWISH COALITI  
Product REP JEWISH COALITION  
Estimate# 60S  
Buyer LAURA LANCASTER  
Phone#  
Fax#  
LT In Day Time Program

Agency ( ) JAMESTOWN ASSOC  
5 MAPLETON ROAD, SH3500  
PRINCETON, NJ 08540  
Agency C/P1/P2/E Flight Dates 10/03/2012-10/21/2012 Hiatus Weeks

Rep Firm Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
:60	\$850.00	10/03-10/05	2	1	2	\$1,700.00	
:60	\$850.00	10/08-10/19	2	2	4	\$3,400.00	
:60	\$650.00	10/08-10/19	2	2	4	\$2,600.00	
:60	\$650.00	10/03-10/05	2	1	2	\$1,300.00	
:60	\$650.00	10/03-10/05	2	1	2	\$1,300.00	
:60	\$650.00	10/08-10/19	2	2	4	\$2,600.00	
:60	\$900.00	10/03-10/05	2	1	2	\$1,800.00	
:60	\$1,450.00	10/03-10/05	3	1	3	\$4,350.00	
:60	\$1,450.00	10/08-10/12	5	1	5	\$13,050.00	
		10/15-10/19	4	1	4		

Buyline Comment: NEWS  
Buyline Comment: RR  
Buyline Comment: NEWS  
Buyline Comment: NEWS  
Buyline Comment: AGENDA  
Buyline Comment: AGENDA  
Buyline Comment: DRS  
Buyline Comment: DRS  
Buyline Comment: PHIL  
Buyline Comment: PHIL  
Buyline Comment: NEWS  
Buyline Comment: NEWS



Rep Order# 6860569 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Last Received: 10/02/2012 7:53 PM  
Printed: 10/02/2012 10:24 AM  
Showing Buylines: All Lines

4 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) REP JEWISH COALITION  
Product REP JEWISH COALITION  
Estimate# 60S  
Buyer LAURA LANCASTER  
Phone#  
Fax#

Agency ( ) JAMESTOWN ASSOC  
5 MAPLETON ROAD, SU#300  
PRINCETON, NJ 08540  
Agency C/P/LP2/E //60S  
Flight Dates 10/03/2012 - 10/21/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT ln Day Time Program Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

--- --- --- --- ----- --- --- ----- --- --- ----- --- --- -----

32 SA 11P-1135P Buyline Comment: NEWS

:60 \$2,200.00 10/20-10/20 1 1 1 \$2,200.00

33 SU 6A-7A Buyline Comment: NEWS

:60 \$700.00 10/07-10/21 1 3 3 \$2,100.00

34 SU 7A-8A Buyline Comment: SUN TODAY

:60 \$1,500.00 10/07-10/21 1 3 3 \$4,500.00

35 SU 9A-930A Buyline Comment: NEWS

:60 \$1,000.00 10/21-10/21 1 1 1 \$1,000.00

36 SU 930A-10A Buyline Comment: CHRIS MATTHEWS

:60 \$1,200.00 10/07-10/07 1 1 1 \$1,200.00

37 SU 830P-930P Buyline Comment: NEWS

:60 \$3,600.00 10/07-10/07 1 1 1 \$3,600.00

38 SU 11P-1135P Buyline Comment: NEWS

:60 \$1,100.00 10/07-10/07 1 1 1 \$1,100.00

**—SALES MONTHLY TOTALS—**  
**—REPORT TOTALS—**  
Report Totals: 111 / \$149,700.00

Oct 12: 111 / \$149,700.00  
Sales Totals: 111 / \$149,700.00  
Station Totals: 111 / \$149,700.00  
Lines not sent/rclld/rtrn: 0 / \$0.00  
**—COMPETITIVE—**

Market Totals

\$575,769

CATV

0%

KBLR

0%

KINC

0%

KLAS

30%

KSNV

26%

Rep Order# 6860569 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 107382 Printed: 10/02/2012 7:53 PM  
Last Received: 10/02/2012 10:24 AM  
Showing Buylines: All Lines

5 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( REP JEWISH COALITION  
Product REP JEWISH COALITION  
Estimates# 60S  
Buyer LAURA LANCASTER  
Phone#  
Fax#

Agency ( JAMESTOWN ASSOC  
5 MAPLETON ROAD, S#300  
PRINCETON, NJ 08240  
Agency C/P1/P2/E  
Flight Dates 10/03/2012 - 10/21/2012  
Hiatus Weeks

KTNV 20% RTUD 1% KVCM 2%  
XXXX 0% KVMY 3% KVU 1.8%

—COMPETITIVE COMMENTS—  
NEW ORDER  
EST SHARES

Books JUL12  
Demos RA35+

Rep Firm Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—CREDIT RISK—  
CASH IN ADVANCE